



eloomi A/S

Per Henrik Lings Allé 4, 4.
2100 København Ø
CVR No. 36699752

Annual report 01.07.2021 - 30.06.2022

The Annual General Meeting adopted the
annual report on 01.12.2022

Peter Michael Daffern
Chairman of the General Meeting

Contents

Entity details	2
Statement by Management on the annual report	3
Independent auditor's report	4
Management commentary	7
Consolidated income statement for 2021/22	10
Consolidated balance sheet at 30.06.2022	11
Consolidated statement of changes in equity for 2021/22	13
Consolidated cash flow statement for 2021/22	14
Notes to consolidated financial statements	15
Parent income statement for 2021/22	19
Parent balance sheet at 30.06.2022	20
Parent statement of changes in equity for 2021/22	22
Notes to parent financial statements	23
Accounting policies	27

Entity details

Entity

eloomi A/S

Per Henrik Lings Allé 4, 4.

2100 København Ø

Business Registration No.: 36699752

Registered office: Copenhagen

Financial year: 01.07.2021 - 30.06.2022

Board of Directors

Claus Christian Johansen

Hillel Louis Zidel

Peter Michael Daffern

Christopher Michael Busby

Dayne Lewis Williams

Jacob Arup Bratting Pedersen

Executive Board

Claus Christian Johansen

Auditors

Deloitte Statsautoriseret Revisionspartnerselskab

Weidekampsgade 6

2300 Copenhagen S

Statement by Management on the annual report

The Board of Directors and the Executive Board have today considered and approved the annual report of eloomi A/S for the financial year 01.07.2021 - 30.06.2022.

The annual report is presented in accordance with the Danish Financial Statements Act.

In our opinion, the consolidated financial statements and the parent financial statements give a true and fair view of the Group's and the Parent's financial position at 30.06.2022 and of the results of their operations and the consolidated cash flows for the financial year 01.07.2021 - 30.06.2022.

We believe that the management commentary contains a fair review of the affairs and conditions referred to therein.

We recommend the annual report for adoption at the Annual General Meeting.

Copenhagen, 01.12.2022

Executive Board

Claus Christian Johansen

Board of Directors

Claus Christian Johansen

Hillel Louis Zidel

Peter Michael Daffern

Christopher Michael Busby

Dayne Lewis Williams

Jacob Arup Bratting Pedersen

Independent auditor's report

To the shareholders of eloomi A/S

Opinion

We have audited the consolidated financial statements and the parent financial statements of eloomi A/S for the financial year 01.07.2021 - 30.06.2022, which comprise the income statement, balance sheet, statement of changes in equity and notes, including a summary of significant accounting policies, for the Group as well as the Parent, and the consolidated cash flow statement. The consolidated financial statements and the parent financial statements are prepared in accordance with the Danish Financial Statements Act.

In our opinion, the consolidated financial statements and the parent financial statements give a true and fair view of the Group's and the Parent's financial position at 30.06.2022 and of the results of their operations and the consolidated cash flows for the financial year 01.07.2021 - 30.06.2022 in accordance with the Danish Financial Statements Act.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs) and additional requirements applicable in Denmark. Our responsibilities under those standards and requirements are further described in the "Auditor's responsibilities for the audit of the consolidated financial statements and the parent financial statements" section of this auditor's report. We are independent of the Group in accordance with the International Ethics Standards Board for Accountants' International Code of Ethics for Professional Accountants (IESBA Code) and the additional ethical requirements applicable in Denmark, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the IESBA Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Management's responsibilities for the consolidated financial statements and the parent financial statements

Management is responsible for the preparation of consolidated financial statements and parent financial statements that give a true and fair view in accordance with the Danish Financial Statements Act, and for such internal control as Management determines is necessary to enable the preparation of consolidated financial statements and parent financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the consolidated financial statements and the parent financial statements, Management is responsible for assessing the Group's and the Entity's ability to continue as a going concern, for disclosing, as applicable, matters related to going concern, and for using the going concern basis of accounting in preparing the consolidated financial statements and the parent financial statements unless Management either intends to liquidate the Entity or to cease operations, or has no realistic alternative but to do so.

Auditor's responsibilities for the audit of the consolidated financial statements and the parent financial statements

Our objectives are to obtain reasonable assurance about whether the consolidated financial statements and the parent financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs and the additional requirements applicable in

Denmark will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these consolidated financial statements and parent financial statements.

As part of an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the consolidated financial statements and the parent financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Group's and the Entity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by Management.
- Conclude on the appropriateness of Management's use of the going concern basis of accounting in preparing the consolidated financial statements and the parent financial statements, and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Group's and the Entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the consolidated financial statements and the parent financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Group and the Entity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the consolidated financial statements and the parent financial statements, including the disclosures in the notes, and whether the consolidated financial statements and the parent financial statements represent the underlying transactions and events in a manner that gives a true and fair view.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit opinion.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Statement on the management commentary

Management is responsible for the management commentary.

Our opinion on the consolidated financial statements and the parent financial statements does not cover the management commentary, and we do not express any form of assurance conclusion thereon.

In connection with our audit of the consolidated financial statements and the parent financial statements, our responsibility is to read the management commentary and, in doing so, consider whether the management commentary is materially inconsistent with the consolidated financial statements and the parent financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

Moreover, it is our responsibility to consider whether the management commentary provides the information required under the Danish Financial Statements Act.

Based on the work we have performed, we conclude that the management commentary is in accordance with the consolidated financial statements and the parent financial statements and has been prepared in accordance with the requirements of the Danish Financial Statements Act. We did not identify any material misstatement of the management commentary.

Copenhagen, 01.12.2022

Deloitte

Statsautoriseret Revisionspartnerselskab
CVR No. 33963556

René Carøe Andersen

State Authorised Public Accountant
Identification No (MNE) mne34499

Management commentary

Financial highlights

	2021/22	2020/21	2019/20	2018/19	2017/18
	DKK'000	DKK'000	DKK'000	DKK'000	DKK'000
Key figures					
Gross profit/loss	32,419	20,404	17,393	8,970	6,524
Operating profit/loss	(23,756)	(39,385)	(24,727)	(14,857)	(5,651)
Net financials	(121)	(288)	(530)	(289)	(282)
Profit/loss for the year	(20,371)	(36,802)	(23,474)	(13,363)	(4,640)
Balance sheet total	247,816	265,050	67,871	35,481	27,823
Investments in property, plant and equipment	292	976	1,342	538	250
Investments in intangible assets	16,408	8,215	3,637	4,223	4,626
Equity	181,132	201,503	25,017	10,903	11,267
Ratios					
Return on equity (%)	(10.65)	(32.49)	(130.70)	(120.55)	(58.75)
Equity ratio (%)	73.09	76.02	36.86	30.73	40.50

Financial highlights are defined and calculated in accordance with the current version of "Recommendations & Ratios" issued by the CFA Society Denmark.

Return on equity (%):

$\frac{\text{Profit/loss for the year} * 100}{\text{Average equity}}$

Average equity

Equity ratio (%):

$\frac{\text{Equity} * 100}{\text{Balance sheet total}}$

Balance sheet total

Primary activities

The company's activities comprise development and sale of software within learning management and performance management.

Development in activities and finances

Profit/loss for the year amounted to a loss of DKK 20,371k after taxes against a loss of DKK 36,802k in 2020/21.

The net loss for the year is in line with management expectations, as the Company has continued growing the organization and did make significant investments in developing software within learning and performance management. Similar to previous years, high revenue growth has also been realized in 2021/22. Management expects continued growth in the 2022/23 financial year. Revenue is based on license income that is recognized during the licens period. A material amount of the sold licens in the financial year 2021/22 therefore first has real effect on the result in the coming financial year.

Profit/loss for the year in relation to expected developments

Management considers the result to be satisfactory, in relation to management's expectations for the financial year.

Uncertainty relating to recognition and measurement

No deferred tax asset has been recognized in the financial statement, as there is uncertainty regarding the timing of future usage of the asset. The Company plans on continuing the growth of the Company, which is expected to cause net losses for the next few years. Management will make a yearly reassessment of whether to recognize the deferred tax asset.

Outlook

In 2022/23 the management will strive to realize continuing high growth by investing heavily into both the organization and the development of software. As a result, management expects to incur an operating loss for the coming fiscal year. However, due to the recent increase of capital, the Company has a strong liquidity preparedness to execute on the growth plans, which form the basis of the expected future growth.

Knowledge resources

Knowledge resources are important to the Company in order to execute on the Company's strategy and to achieve the goals set out by management. As a result, the Company is continuously working on maintaining and developing the required competencies for all employees.

Environmental performance

The Company's plans for health, safety and environmental impact are prepared with the aim of being compliant with local regulations and the increasing expectations from the society in general. As part of the plans, the Company is looking into ways of minimizing the environmental impact.

In addition, management will continue training personnel to further improve the Company's work environment. This is important as the knowledge resources are of high importance to the Company.

Research and development activities

The Company conducts research and development of software on an ongoing basis. Management plans to keep making significant investments into these activities. The purpose of these investments are to ensure, that the Company will be able to achieve the goals of high growth and expand its market position in the years to come.

Events after the balance sheet date

No events have occurred after the balance sheet date to this date, which would influence the evaluation of this annual report.

Consolidated income statement for 2021/22

	Notes	2021/22 DKK	2020/21 DKK
Gross profit/loss		32,418,808	20,404,404
Staff costs	2	(48,233,066)	(52,025,300)
Depreciation, amortisation and impairment losses	3	(7,941,769)	(7,764,386)
Operating profit/loss		(23,756,027)	(39,385,282)
Other financial income	4	1,116,318	57
Other financial expenses	5	(1,236,906)	(287,653)
Profit/loss before tax		(23,876,615)	(39,672,878)
Tax on profit/loss for the year	6	3,505,438	2,871,248
Profit/loss for the year	7	(20,371,177)	(36,801,630)

Consolidated balance sheet at 30.06.2022

Assets

	Notes	2021/22 DKK	2020/21 DKK
Completed development projects	9	29,549,766	20,286,390
Acquired trademarks		175,522	183,147
Intangible assets	8	29,725,288	20,469,537
Other fixtures and fittings, tools and equipment		659,795	780,811
Leasehold improvements		757,458	1,102,767
Property, plant and equipment	10	1,417,253	1,883,578
Deposits		1,812,626	1,075,420
Financial assets	11	1,812,626	1,075,420
Fixed assets		32,955,167	23,428,535
Trade receivables		33,596,421	20,279,336
Other receivables		577,349	24,888
Tax receivable		6,517,057	4,692,649
Prepayments	12	4,329,349	4,643,936
Receivables		45,020,176	29,640,809
Cash		169,840,216	211,980,937
Current assets		214,860,392	241,621,746
Assets		247,815,559	265,050,281

Equity and liabilities

	Notes	2021/22 DKK	2020/21 DKK
Contributed capital	13	1,686,307	1,686,307
Retained earnings		179,445,708	199,816,885
Equity		181,132,015	201,503,192
Other payables		0	5,247,660
Non-current liabilities other than provisions		0	5,247,660
Trade payables		6,487,852	7,963,512
Tax payable		75,123	38,376
Other payables		6,427,250	10,835,703
Deferred income	14	53,693,319	39,461,838
Current liabilities other than provisions		66,683,544	58,299,429
Liabilities other than provisions		66,683,544	63,547,089
Equity and liabilities		247,815,559	265,050,281

Events after the balance sheet date	1
Unrecognised rental and lease commitments	16
Contingent assets	17
Transactions with related parties	18
Group relations	19
Subsidiaries	20

Consolidated statement of changes in equity for 2021/22

	Contributed capital DKK	Retained earnings DKK	Total DKK
Equity beginning of year	1,686,307	199,816,885	201,503,192
Profit/loss for the year	0	(20,371,177)	(20,371,177)
Equity end of year	1,686,307	179,445,708	181,132,015

Consolidated cash flow statement for 2021/22

	Notes	2021/22 DKK	2020/21 DKK
Operating profit/loss		(23,756,027)	(39,385,282)
Amortisation, depreciation and impairment losses		7,941,769	7,764,386
Working capital changes	15	(10,551,352)	10,948,910
Cash flow from ordinary operating activities		(26,365,610)	(20,671,986)
Financial income received		1,036,979	233,704
Financial expenses paid		(1,157,567)	(498,025)
Taxes refunded/(paid)		1,783,025	800,238
Cash flows from operating activities		(24,703,173)	(20,136,069)
Acquisition etc. of intangible assets		(16,408,059)	(13,332,659)
Acquisition etc. of property, plant and equipment		(292,283)	(975,947)
Acquisition of fixed asset investments		(737,206)	(229,026)
Cash flows from investing activities		(17,437,548)	(14,537,632)
Free cash flows generated from operations and investments before financing		(42,140,721)	(34,673,701)
Repayments of loans etc.			(3,218,036)
Cash capital increase			213,287,710
Cash flows from financing activities		0	210,069,674
Increase/decrease in cash and cash equivalents		(42,140,721)	175,395,973
Cash and cash equivalents beginning of year		211,980,937	36,584,964
Cash and cash equivalents end of year		169,840,216	211,980,937
Cash and cash equivalents at year-end are composed of:			
Cash		169,840,216	211,980,937
Cash and cash equivalents end of year		169,840,216	211,980,937

Notes to consolidated financial statements

1 Events after the balance sheet date

No events have occurred after the balance sheet date to this date, which would influence the evaluation of this annual report.

2 Staff costs

	2021/22 DKK	2020/21 DKK
Wages and salaries	48,354,481	54,592,407
Other social security costs	837,747	786,061
Other staff costs	5,245,252	2,773,387
	54,437,480	58,151,855
Staff costs classified as assets	(6,204,414)	(6,126,555)
	48,233,066	52,025,300
Average number of full-time employees	98	83

Special incentive programmes

The special incentive program for senior management and directors includes the possibility to exercise the warrants granted in case of an Exit Event as described in note 13. As of 30 June 2022 the senior management and directors are granted with a total of 96,974 warrants.

The company have left out remuneration of management in accordance with the Danish Financial Act Statements § 98B, 3.

3 Depreciation, amortisation and impairment losses

	2021/22 DKK	2020/21 DKK
Amortisation of intangible assets	7,152,308	7,175,564
Depreciation on property, plant and equipment	735,970	653,445
Profit/loss from sale of intangible assets and property, plant and equipment	10,637	(66,952)
	7,898,915	7,762,057

4 Other financial income

	2021/22 DKK	2020/21 DKK
Other interest income	3,127	57
Exchange rate adjustments	1,113,191	0
	1,116,318	57

5 Other financial expenses

	2021/22 DKK	2020/21 DKK
Other interest expenses	182,796	29,893
Exchange rate adjustments	997,721	154,030
Other financial expenses	56,389	103,730
	1,236,906	287,653

6 Tax on profit/loss for the year

	2021/22 DKK	2020/21 DKK
Current tax	(3,505,438)	(2,871,248)
	(3,505,438)	(2,871,248)

7 Proposed distribution of profit/loss

	2021/22 DKK	2020/21 DKK
Retained earnings	(20,371,177)	(36,801,630)
	(20,371,177)	(36,801,630)

8 Intangible assets

	Completed development projects DKK	Acquired trademarks DKK
Cost beginning of year	37,830,018	217,861
Additions	16,366,948	41,111
Cost end of year	54,196,966	258,972
Amortisation and impairment losses beginning of year	(17,543,629)	(34,713)
Amortisation for the year	(7,103,571)	(48,737)
Amortisation and impairment losses end of year	(24,647,200)	(83,450)
Carrying amount end of year	29,549,766	175,522

9 Development projects

Development projects consists of continuous development of the business platform the purpose of which is to attract new customers and retain existing customers. Hence it is crucial for the achievement of future financial goals and have a significant role in growing the business. The development covers both new features to existing products and new offerings.

10 Property, plant and equipment

	Other fixtures and fittings, tools and equipment DKK	Leasehold improvements DKK
Cost beginning of year	1,602,476	1,669,186
Additions	292,283	0
Disposals	0	(134,698)
Cost end of year	1,894,759	1,534,488
Depreciation and impairment losses beginning of year	(821,666)	(566,419)
Depreciation for the year	(413,298)	(322,672)
Reversal regarding disposals	0	112,061
Depreciation and impairment losses end of year	(1,234,964)	(777,030)
Carrying amount end of year	659,795	757,458

11 Financial assets

	Deposits DKK
Cost beginning of year	1,075,420
Additions	737,206
Cost end of year	1,812,626
Carrying amount end of year	1,812,626

12 Prepayments

Prepayments is related to prepaid costs.

13 Contributed capital

	Number	Par value DKK	Nominal value DKK
A-shares	501,000	1.00	501,000
B-shares	191,369	1.00	191,369
C-shares	296,380	1.00	296,380
D-shares	499,338	1.00	499,338
E-shares	198,220	1.00	198,220
	1,686,307		1,686,307

The Company has established a warrant-program with the intent of issuing warrants to both employees, senior management and directors. The warrants granted are only exercisable in case of an Exit Event with the purchase price being determined as the shares proportionate part of the exit value of the Company.

As of 30 June 2022 a total of 169,430 warrants have been issued. Management has been authorized to issue as much as 183,100 warrants. One warrant presents the owner with the opportunity to subscribe for one share in

eloomi A/S, when certain conditions are met.

14 Deferred income

Deferred income comprises payments relating to sales that are not recognised as income until in the subsequent financial year, when the recognition criteria are satisfied.

15 Changes in working capital

	2021/22 DKK	2020/21 DKK
Increase/decrease in receivables	(13,554,959)	(12,680,455)
Increase/decrease in trade payables etc.	3,003,607	23,629,365
	(10,551,352)	10,948,910

16 Unrecognised rental and lease commitments

	2021/22 DKK	2020/21 DKK
Total liabilities under rental or lease agreements until maturity	2,544,362	1,214,150

17 Contingent assets

The Entity has an unrecognized deferred tax asset of DKK 11,533 thousand.

18 Non-arm's length related party transactions

Only non-arm's length related party transactions are disclosed in the annual report. No such transactions were conducted during the financial year.

19 Group relations

Name and registered office of the Parent preparing consolidated financial statements for the largest group:
eloomi A/S, Per Henrik Lings Allé 4, 2100 Copenhagen

20 Subsidiaries

	Registered in	Corporate form	Ownership %
eloomi Ltd.	UK	Ltd	100.00
eloomi Inc	US	Inc	100.00
eloomi GmbH	DE	GmbH	100.00

Parent income statement for 2021/22

	Notes	2021/22 DKK	2020/21 DKK
Gross profit/loss		21,392,438	17,660,145
Staff costs	2	(38,553,008)	(49,412,048)
Depreciation, amortisation and impairment losses	3	(7,882,581)	(7,829,009)
Operating profit/loss		(25,043,151)	(39,580,912)
Income from investments in group enterprises		480,773	114,697
Other financial income	4	1,218,170	42,615
Other financial expenses		(627,698)	(287,654)
Profit/loss before tax		(23,971,906)	(39,711,254)
Tax on profit/loss for the year	5	3,600,729	2,909,624
Profit/loss for the year	6	(20,371,177)	(36,801,630)

Parent balance sheet at 30.06.2022

Assets

	Notes	2021/22 DKK	2020/21 DKK
Completed development projects	8	29,549,767	20,286,390
Acquired trademarks		175,521	183,147
Intangible assets	7	29,725,288	20,469,537
Other fixtures and fittings, tools and equipment		460,120	713,260
Leasehold improvements		757,458	1,102,767
Property, plant and equipment	9	1,217,578	1,816,027
Investments in group enterprises		782,046	115,323
Deposits		890,110	867,554
Financial assets	10	1,672,156	982,877
Fixed assets		32,615,022	23,268,441
Trade receivables		33,596,421	20,279,336
Receivables from group enterprises		2,415,994	2,169,805
Other receivables		373,581	24,888
Tax receivable		6,517,057	4,692,649
Prepayments	11	4,023,558	4,643,936
Receivables		46,926,611	31,810,614
Cash		167,946,523	209,856,589
Current assets		214,873,134	241,667,203
Assets		247,488,156	264,935,644

Equity and liabilities

	Notes	2021/22 DKK	2020/21 DKK
Contributed capital		1,686,307	1,686,307
Reserve for net revaluation according to equity method		595,470	114,697
Reserve for development costs		23,048,818	15,353,823
Retained earnings		155,801,420	184,348,365
Equity		181,132,015	201,503,192
Other payables		0	5,247,660
Non-current liabilities other than provisions		0	5,247,660
Trade payables		6,487,852	7,954,744
Payables to group enterprises		14,435	0
Other payables		6,160,535	10,768,210
Deferred income	12	53,693,319	39,461,838
Current liabilities other than provisions		66,356,141	58,184,792
Liabilities other than provisions		66,356,141	63,432,452
Equity and liabilities		247,488,156	264,935,644
Events after the balance sheet date	1		
Unrecognised rental and lease commitments	13		
Contingent assets	14		
Transactions with related parties	15		

Parent statement of changes in equity for 2021/22

	Contributed capital DKK	Reserve for net revaluation according to the equity method DKK	Reserve for development costs DKK	Retained earnings DKK	Total DKK
Equity beginning of year	1,686,307	114,697	15,353,823	184,348,365	201,503,192
Transfer to reserves	0	0	7,694,995	(7,694,995)	0
Profit/loss for the year	0	480,773	0	(20,851,950)	(20,371,177)
Equity end of year	1,686,307	595,470	23,048,818	155,801,420	181,132,015

Notes to parent financial statements

1 Events after the balance sheet date

No events have occurred after the balance sheet date to this date, which would influence the evaluation of this annual report.

2 Staff costs

	2021/22 DKK	2020/21 DKK
Wages and salaries	39,664,832	52,277,002
Other social security costs	837,747	786,061
Other staff costs	4,254,843	2,475,540
	44,757,422	55,538,603
Staff costs classified as assets	(6,204,414)	(6,126,555)
	38,553,008	49,412,048
Average number of full-time employees	77	83

Special incentive programmes

The special incentive program for senior management and directors includes the possibility to exercise the warrants granted in case of an Exit Event as described in note 13 to the consolidated financial statements. As of 30 June 2022 the senior management and directors are granted with a total of 96,974 warrants.

The company have left out remuneration of management in accordance with the Danish Financial Act Statements § 98B, 3.

3 Depreciation, amortisation and impairment losses

	2021/22 DKK	2020/21 DKK
Amortisation of intangible assets	7,152,308	7,175,564
Depreciation on property, plant and equipment	719,636	653,445
Profit/loss from sale of intangible assets and property, plant and equipment	10,637	0
	7,882,581	7,829,009

4 Other financial income

	2021/22 DKK	2020/21 DKK
Financial income from group enterprises	108,547	42,558
Other interest income	3,127	57
Exchange rate adjustments	1,106,496	0
	1,218,170	42,615

5 Tax on profit/loss for the year

	2021/22 DKK	2020/21 DKK
Current tax	(3,600,729)	(2,909,624)
	(3,600,729)	(2,909,624)

6 Proposed distribution of profit and loss

	2021/22 DKK	2020/21 DKK
Retained earnings	(20,371,177)	(36,801,630)
	(20,371,177)	(36,801,630)

7 Intangible assets

	Completed development projects DKK	Acquired trademarks DKK
Cost beginning of year	37,830,019	217,861
Additions	16,366,948	41,111
Cost end of year	54,196,967	258,972
Amortisation and impairment losses beginning of year	(17,543,629)	(34,714)
Amortisation for the year	(7,103,571)	(48,737)
Amortisation and impairment losses end of year	(24,647,200)	(83,451)
Carrying amount end of year	29,549,767	175,521

8 Development projects

Development projects consists of continuous development of the business platform the purpose of which is to attract new customers and retain existing customers. Hence it is crucial for the achievement of future financial goals and have a significant role in growing the business. The development covers both new features to existing products and new offerings.

9 Property, plant and equipment

	Other fixtures and fittings, tools and equipment DKK	Leasehold improvements DKK
Cost beginning of year	1,532,596	1,669,186
Additions	143,824	0
Disposals	0	(134,698)
Cost end of year	1,676,420	1,534,488
Depreciation and impairment losses beginning of year	(819,336)	(566,419)
Depreciation for the year	(396,964)	(322,672)
Reversal regarding disposals	0	112,061
Depreciation and impairment losses end of year	(1,216,300)	(777,030)
Carrying amount end of year	460,120	757,458

10 Financial assets

	Investments in group enterprises DKK	Deposits DKK
Cost beginning of year	626	867,554
Additions	185,950	22,556
Cost end of year	186,576	890,110
Revaluations beginning of year	114,697	0
Share of profit/loss for the year	480,773	0
Revaluations end of year	595,470	0
Carrying amount end of year	782,046	890,110

A specification of investments in subsidiaries is evident from the notes to the consolidated financial statements.

11 Prepayments

Prepayments is related to prepaid costs.

12 Deferred income

Deferred income comprises payments relating to sales that are not recognised as income until in the subsequent financial year, when the recognition criteria are satisfied.

13 Unrecognised rental and lease commitments

	2021/22 DKK	2020/21 DKK
Total liabilities under rental or lease agreements until maturity	1,038,024	1,214,150

14 Contingent assets

The Entity has an unrecognized deferred tax asset of DKK 11,533 thousand.

15 Non-arm's length related party transactions

Only non-arm's length related party transactions are disclosed in the annual report. No such transactions were conducted during the financial year.

Accounting policies

Reporting class

This annual report has been prepared in accordance with the provisions of the Danish Financial Statements Act governing reporting class C enterprises (medium).

The accounting policies applied to these consolidated financial statements and parent financial statements are consistent with those applied last year.

Recognition and measurement

Assets are recognised in the balance sheet when it is probable as a result of a prior event that future economic benefits will flow to the Entity, and the value of the asset can be measured reliably.

Liabilities are recognised in the balance sheet when the Entity has a legal or constructive obligation as a result of a prior event, and it is probable that future economic benefits will flow out of the Entity, and the value of the liability can be measured reliably.

On initial recognition, assets and liabilities are measured at cost. Measurement subsequent to initial recognition is effected as described below for each financial statement item.

Anticipated risks and losses that arise before the time of presentation of the annual report and that confirm or invalidate affairs and conditions existing at the balance sheet date are considered at recognition and measurement.

Income is recognised in the income statement when earned, whereas costs are recognised by the amounts attributable to this financial year.

Consolidated financial statements

The consolidated financial statements comprise the Parent and the group enterprises (subsidiaries) that are controlled by the Parent. Control is achieved by the Parent, either directly or indirectly, holding more than 50% of the voting rights or in any other way possibly or actually exercising controlling influence. Enterprises in which the Group, directly or indirectly, holds between 20% and 50% of the voting rights and exercises significant, but not controlling, influence are regarded as associates.

Basis of consolidation

The consolidated financial statements are prepared on the basis of the financial statements of the Parent and its subsidiaries. The consolidated financial statements are prepared by combining uniform items. On consolidation, intra-group income and expenses, intra-group accounts and dividends as well as profits and losses on transactions between the consolidated enterprises are eliminated. The financial statements used for consolidation have been prepared applying the Group's accounting policies.

Subsidiaries' financial statement items are recognised in full in the consolidated financial statements. Minority interests' pro rata shares of the profit/loss and the net assets are disclosed as separate items in Management's proposal for the distribution of net profit/loss and equity, respectively.

Investments in subsidiaries are offset at the pro rata share of such subsidiaries' net assets at the acquisition

date, with net assets having been calculated at fair value.

Income statement

Gross profit or loss

Gross profit or loss comprises revenue and other external expenses.

Revenue

Revenue from the sale of services is recognised in the income statement when delivery is made to the buyer. Revenue is recognised net of VAT, duties and sales discounts and is measured at fair value of the consideration fixed.

Other operating income

Other operating income comprises income of a secondary nature as viewed in relation to the Entity's primary activities.

Other external expenses

Other external expenses include expenses relating to the Entity's ordinary activities, including expenses for premises, stationery and office supplies, marketing costs, etc. This item also includes writedowns of receivables recognised in current assets.

Staff costs

Staff costs comprise salaries and wages, and social security contributions, pension contributions, etc for entity staff.

Depreciation, amortisation and impairment losses

Depreciation, amortisation and impairment losses relating to property, plant and equipment and intangible assets comprise depreciation, amortisation and impairment losses for the financial year, and gains and losses from the sale of intangible assets and property, plant and equipment.

Income from investments in group enterprises

Income from investments in group enterprises comprises the pro rata share of the individual enterprises' profit/loss after full elimination of intra-group profits or losses.

Other financial income

Other financial income comprises interest income, net capital or exchange gains on securities, payables and transactions in foreign currencies and tax relief under the Danish Tax Prepayment Scheme etc.

Other financial expenses

Other financial expenses comprise interest expenses, net capital or exchange losses on securities, payables and transactions in foreign currencies, amortisation of financial liabilities, and tax surcharge under the Danish Tax Prepayment Scheme etc.

Tax on profit/loss for the year

Tax for the year, which consists of current tax for the year and changes in deferred tax, is recognised in the income statement by the portion attributable to the profit for the year and recognised directly in equity by the portion attributable to entries directly in equity.

Balance sheet

Intellectual property rights etc.

Intellectual property rights etc comprise development projects completed and in progress with related intellectual property rights, acquired intellectual property rights and prepayments for intangible assets.

Development projects on clearly defined and identifiable products and processes, for which the technical rate of utilisation, adequate resources and a potential future market or development opportunity in the enterprise can be established, and where the intention is to manufacture, market or apply the product or process in question, are recognised as intangible assets. Other development costs are recognised as costs in the income statement as incurred. When recognising development projects as intangible assets, an amount equalling the costs incurred less deferred tax is taken to equity in the reserve for development costs that is reduced as the development projects are amortised and written down.

The cost of development projects comprises costs such as salaries and amortisation that are directly and indirectly attributable to the development projects.

Completed development projects are amortised on a straight-line basis using their estimated useful lives which are determined based on a specific assessment of each development project. If the useful life cannot be estimated reliably, it is fixed at 10 years. For development projects protected by intellectual property rights, the maximum period of amortisation is the remaining duration of the relevant rights. The amortisation periods used are 5 years.

Intellectual property rights acquired are measured at cost less accumulated amortisation. Patents are amortised on a straight-line basis over their remaining duration, and licences are amortised on a straight-line basis over the term of the agreement.

Intellectual property rights etc. are written down to the lower of recoverable amount and carrying amount.

Property, plant and equipment

Other fixtures and fittings, tools and equipment and leasehold improvements are measured at cost less accumulated depreciation and impairment losses.

Cost comprises the acquisition price, costs directly attributable to the acquisition and preparation costs of the asset until the time when it is ready to be put into operation.

The basis of depreciation is cost less estimated residual value after the end of useful life. Straight-line depreciation is made on the basis of the following estimated useful lives of the assets:

	Useful life Years
Other fixtures and fittings, tools and equipment	3 years
Leasehold improvements	5 years

For leasehold improvements and assets subject to finance leases, the depreciation period cannot exceed the contract period.

Estimated useful lives and residual values are reassessed annually.

Items of property, plant and equipment are written down to the lower of recoverable amount and carrying amount.

Investments in group enterprises

Investments in group enterprises are recognised and measured in the parent financial statements according to the equity method. This means that investments are measured at the pro rata share of the enterprises' equity value plus unamortised goodwill and plus or minus unrealised intra-group profits or losses. Reference is made to the above section on business combinations for more details about the accounting policies applied to acquisitions of investments in group enterprises.

Group enterprises with negative equity value are measured at DKK 0. Any receivables from these enterprises are written down to net realisable value based on a specific assessment. If the Parent has a legal or constructive obligation to cover the liabilities of the relevant enterprise, and it is probable that such obligation will involve a loss, a provision is recognised that is measured at present value of the costs necessary to settle the obligations at the balance sheet date.

Upon distribution of profit or loss, net revaluation of investments in group enterprises is transferred to the reserve for net revaluation according to the equity method in equity.

Investments in group enterprises are written down to the lower of recoverable amount and carrying amount.

Receivables

Receivables are measured at amortised cost, usually equalling nominal value, less writedowns for bad and doubtful debts.

Tax payable or receivable

Current tax payable or receivable is recognised in the balance sheet, stated as tax computed on this year's taxable income, adjusted for prepaid tax.

Prepayments

Prepayments comprise incurred costs relating to subsequent financial years. Prepayments are measured at cost.

Cash

Cash comprises cash in hand and bank deposits.

Other financial liabilities

Other financial liabilities are measured at amortised cost, which usually corresponds to nominal value.

Deferred income

Deferred income comprises income received for recognition in subsequent financial years. Deferred income is measured at cost.

Cash flow statement

The cash flow statement shows cash flows from operating, investing and financing activities, and cash and cash equivalents at the beginning and the end of the financial year.

Cash flows from operating activities are presented using the indirect method and calculated as the operating

profit/loss adjusted for non-cash operating items, working capital changes, and financial income, financial expenses and income tax paid.

Cash flows from investing activities comprise payments in connection with acquisition and divestment of enterprises, activities and fixed asset investments, and purchase, development, improvement and sale, etc. of intangible assets and property, plant and equipment.

Cash flows from financing activities comprise changes in the size or composition of the contributed capital and related costs, and the raising of loans, repayments of interest-bearing debt, including lease liabilities, purchase of treasury shares and payment of dividend.

Cash and cash equivalents comprise cash and short-term securities with an insignificant price risk less short-term bank loans.